

What is claimed is:

1. A real estate network market system that is comprised of the following steps:

(1) A step that involves the measures by which an investor is registered as a member.

(2) A step that involves the measures by which a seller presents an outline of the subject matter to the Market Company.

(3) A step that involves the measures by which the Market Company presents a reasonable price range to the seller by executing an analysis of the business outline pertaining to the subject matter and due diligence with respect to the subject matter, employing a real estate appraisal assessment method, and calculating a reasonable price range pertaining to the subject matter based on a matrix appraisal.

(4) A step that involves the measures by which the seller presents a desired selling price falling within the reasonable price range to the Market Company.

(5) A step that involves the measures by which the Market Company discloses an outline of the subject matter and the reasonable price range to members.

- (6) A step that involves the measures by which a requesting member is registered by the Market Company as a prospective buyer of the subject matter in question.
- (7) A step that involves the measures by which the Market Company presents an outline of the subject matter, the results of executing due diligence, and the matrix assessment of the subject matter to the prospective buyer and determines the adjustment rate.
- (8) A step that involves the measures by which the prospective buyer presents a desired buying price falling within the reasonable price range to the Market Company.
- (9) A step that involves the measures to take effect in the event that the maximum desired buying price is lower than the desired selling price and the difference is higher than the adjustment rate, by which the seller shall revise the desired selling price and present it again to the Market Company and by which each prospective buyer shall revise their desired buying price and present it again to the Market Company until the desired selling price and the maximum desired buying price are in equilibrium within the adjustment rate.
- (10) A step that involves the measures to take effect in the event that the maximum desired buying price is higher than the desired selling price, by

which the average of the desired selling price and the maximum desired buying price is presented to the seller and the prospective buyer who presented the maximum desired buying price; and measures to take effect in the event that the maximum desired buying price is lower than the desired selling price and the difference is within the adjustment rate, by which the average of the desired selling price and the maximum desired buying price is presented for adjustment to the seller and the prospective buyer who presented the maximum desired buying price.

2. A network market system that is comprised of the following steps:

- (1) A step that involves the measures by which the Market Company calculates a reasonable price range and presents it to the seller and prospective buyer.
- (2) A step that involves the measures by which the seller presents a desired selling price falling within the reasonable price range to the Market Company.
- (3) A step that involves the measures by which the prospective buyer presents a desired buying price falling within the reasonable price range to the Market Company.

(4) A step that involves the measures to take effect in the event that the maximum desired buying price is lower than the desired selling price and the difference is higher than the adjustment rate, by which the seller shall revise the desired selling price and present it again to the Market Company, and by which each prospective buyer shall revise their desired buying price and present it again to the Market Company until the desired selling price and the maximum desired buying price are in equilibrium within the adjustment rate.

(5) A step that involves the measures to take effect in the event that the maximum desired buying price is higher than the desired selling price, by which the average of the desired selling price and the maximum desired buying price is presented to the seller and the prospective buyer who presented the maximum desired buying price: and the measures to take effect in the event that the maximum desired buying price is lower than the desired selling price and the difference is within the adjustment rate, by which the average of the desired selling price and the maximum desired buying price is presented for adjustment to the seller and the prospective buyer who presented the maximum desired buying price.

3. A real estate network market system that, via a server connected to the

network by the Market Company, can be accessed by registered members via the network and can also be accessed by voluntary sellers via the network.

The first step is a step that involves measures pertaining to the inputting of an outline of the subject matter by the seller; measures pertaining to the calculation performed by the server of a reasonable price range in accordance with the matrix assessment and presentation thereof to the seller; and measures pertaining to the presentation by the seller of a desired selling price.

The second step is a step that involves measures pertaining to the disclosure of the outline of the subject matter and the reasonable price range by the server to members, measures pertaining to the registration of a desiring member in the server as a prospective buyer of such subject matter, and measures pertaining to the presentation of a desired buying price by the prospective buyer to the server.

The third step is a step that involves measures to take effect in the event that the maximum desired buying price is lower than the desired selling price and the difference is higher than the adjustment rate, by which the seller shall revise the desired selling price and present it again to the server, and by which each prospective buyer shall revise their desired buying price and present it again to the server until the desired selling price and the maximum

desired buying price are in equilibrium within the adjustment rate.

The fourth step is a step that involves measures to take effect in the event that the maximum desired buying price is higher than the desired selling price, or in the event that the maximum desired buying price is lower than the desired selling price and the difference is within the adjustment rate, by which the average of the desired selling price and the maximum desired buying price is presented by the server to the seller and the prospective buyer who presented the maximum desired buying price.

4. A network market system that can be accessed by sellers and prospective buyers via the server connected to the network by the Market Company as well as a system that involves measures pertaining to the calculation performed by the server of a reasonable price range in accordance with the matrix assessment and presentation thereof; measures pertaining to the presentation by the seller of a desired selling price; measures pertaining to the presentation of a desired buying price by the prospective buyer; measures to take effect in the event that the maximum desired buying price is lower than the desired selling price and the difference is higher than the adjustment rate, by which the seller shall revise the desired selling price, and by which each

prospective buyer shall revise their desired buying price to be respectively and repeatedly presented to the Market Company until the desired selling price and the maximum desired buying price are in equilibrium within the adjustment rate; and measures to take effect in the event that the maximum desired buying price is higher than the desired selling price, or in the event that the maximum desired buying price is lower than the desired selling price and the difference is within the adjustment rate, by which the average of the desired selling price and the maximum desired buying price is presented by the server to the seller and the prospective buyer who presented the maximum desired buying price.

5. The real estate network market system described in Claims 1 and 3, characterized by the manner in which a reasonable price range is calculated in accordance with the aforesaid matrix assessment, and can constitute a range inclusive of a range obtained by multiple pricing methods.

6. The real estate network market system described in Claims 1 and 3, characterized by the manner in which a reasonable price range is calculated in accordance with the aforesaid matrix assessment, and can be a range

overlapping two or more ranges obtained by multiple pricing methods.

7. A real estate network market system that is comprised of the following steps:

- (1) A step that involves measures by which an investor is registered as a member.
- (2) A step that involves measures by which a seller presents an outline of the subject matter to the Market Company.
- (3) A step that involves measures by which, in order to present a reasonable price range and the aforesaid yield to the seller as a guideline to determine the desired selling price, the Market Company executes an analysis of the business outline pertaining to the subject matter and due diligence with respect to the subject matter; employs a real estate appraisal assessment method; calculates a reasonable price range of the subject matter based on a matrix assessment; and calculates the yields pertaining to net profit amounts corresponding to two or more prices which shall minimally include the upper and lower limits within the reasonable price range in question, with such prices constituting the principal amounts.
- (4) A step that involves measures by which the seller proposes a desired

selling price within the reasonable price range to the Market Company.

(5) A step that involves measures by which the Market Company discloses an outline of the subject matter, a reasonable price range, and the aforesaid yield figures to members.

(6) A step that involves measures by which a desiring member is registered by the Market Company as a prospective buyer of such subject matter.

(7) A step that involves measures by which the Market Company presents a business outline, the results of executing due diligence, and the matrix assessment to the prospective buyer and determines the adjustment rate.

(8) A step that involves measures by which the prospective buyer presents a desired buying price falling within the reasonable price range to the Market Company.

(9) A step that involves measures to take effect in the event that the maximum desired buying price is lower than the desired selling price and the difference is higher than the adjustment rate, by which the seller shall revise the desired selling price and present it again to the Market Company and by which each prospective buyer shall revise their desired buying price and present it again to the Market Company until the desired selling price and the maximum desired buying price are in equilibrium within the adjustment rate.

(10) A step that involves measures to take effect in the event that the maximum desired buying price is higher than the desired selling price, by which the average of the desired selling price and the maximum desired buying price is presented to the seller and the prospective buyer who presented the maximum desired buying price; and measures to take effect in the event that the maximum desired buying price is lower than the desired selling price and the difference is within the adjustment rate, by which the average of the desired selling price and the maximum desired buying price is presented for adjustment to the seller and the prospective buyer who presented the maximum desired buying price.

8. The real estate network market system described in Claims 1 and 7, characterized by the manner in which the aforesaid matrix assessment includes the DCF method; and in which the aforesaid yield is presented together with the deduction rate employed by the DCF method, the terminal rate employed by the DCF method, and one or more yield figures selected from a set consisting of yields calculated based on profitable prices obtained by the DCF method.

9. The real estate network market system described in Claims 1 and 7, characterized by the manner in which the Market Company selects multiple buyers from among investors; creates a virtual subject matter; executes each and every step of the real estate network market system for such virtual subject matter; and discloses a reasonable price range pertaining to such virtual subject matter, yields pertaining to given prices relative to regularly fixed prices within the reasonable price range, and a yield pertaining to the aforesaid net profit based on a principal price equivalent to the buyer's maximum desired buying price after adjustment by the statistical method or multiple desired buying prices after adjustment by the statistical method together with the outline pertaining to such subject matters.

10. The real estate network market system described in Claims 1 and 7, characterized by the fashion in which the Market Company selects a single seller and multiple buyers from among investors; executes each and every step of the real estate network market system for multiple virtual subject matters created by the Market Company; and discloses a reasonable price range of such virtual subject matters, yields pertaining to given prices relative to regularly fixed prices within the reasonable price range, and a yield

pertaining to the aforesaid net profit value based on a principal price equivalent to the equilibrium price after adjustment by the statistical method or multiple desired buying prices after adjustment by the statistical method together with the outline pertaining to such subject matters.

11. The real estate network market system described in Claim 3 and 4, characterized by the manner in which it is executed for purposes of buying and selling corporations, stocks, claims, intellectual property rights, art objects, antiques, or used articles, or for purposes of rendering services.